

in fact - two words. Please learn this.
conversely

Dani Stanford 12B
disappointed
revenue

Over recent years there has been debate over the issue of speed cameras. Do they help save lives or are they simply revenue raisers? The article titled "Speed cameras: revenue raisers or genuine life savers?" published in the Herald Sun on February 12, 2012 written by Janet Dore contends that they are in fact, actual life savers and work to slow motorists down and reduce the number of crashes and ^{the extent of} trauma on roads. Conversely, the article titled "BEAT TRAFFIC CAMERAS" published on www.carr.org.au by an anonymous author has the opinion that speed cameras are purely revenue raisers and have no positive effect on ~~the~~ reducing road trauma at all, even suggesting that they increase it. Similarly, to that article, the cartoon titled "Cash Cow" ^{drawn} illustrated by John Pritchett published on www.pritchettcartoons.com contends that speed cameras are a 'cash cow' for the government and are only used to make money, not for actual road safety. ✓

The ~~article~~ opinion piece written by Janet Dore has a serious and concerned tone throughout, even disappointed where she asks ~~at~~ how many lives need to be lost and why the Victorian community does not agree with her contention that speed cameras are life savers. In comparison to the humorous tone of the cartoon by John Pritchett Dore's opinion piece seems to chastise motorists that speed and anyone who does not take speed cameras and road safety seriously. 'BEAT TRAFFIC CAMERAS' also treats anyone who challenges the opinion of the article with disdain but because the contention is that speed cameras are revenue raisers it is likely that the author would think anyone who cannot see this must be not in their right mind, ~~for~~ the author makes it clear that it is painfully obvious to see how ^{judgemental} speed cameras are, a shame. It

The article 'Speed cameras: revenue raises or genuine life savers?' uses inclusive language throughout the entire piece. This technique is used to ~~persuade the reader to~~ support the contention by helping the reader relate to the author and the ~~subject~~ issue, by creating a more informal style of writing. It also makes the reader feel more personally involved and responsible, for example "we must ensure our system remains safe for everyone" really hits home and makes the reader feel ^{as if} like they have to play a part in creating a safe ^{environment} atmosphere on the roads. In contrast to this BEAT TRAFFIC CAMERAS presents a more ~~formal~~ formal style of writing, throwing as many hard facts at the reader as possible along with convincing statistics such as "70% of Victorian police believe speed and red light cameras are more about revenue raising than preserving road safety". This is a hugely persuasive sentence as ~~the~~ police are ~~supposed~~ ^{be committed to} to be all about preserving safety in the community and if they don't think speed cameras are for safety reasons then ^{silly} realistically, they are it and nobody should believe they are. ✓

BEAT TRAFFIC CAMERAS' uses loaded language to persuade the reader that ~~these~~ speed cameras are for revenue raising only and words such as "insidious devices" and "relishing the huge amounts", carry ~~the~~ judgemental insinuations about the government making money ~~off~~ from speed cameras. Even using the description 'cash cow' for speed cameras implies that traffic cameras just provide the government with money. The ^{label?} name 'Cash Cow' is used also in the cartoon "cash cow" to put speed cameras in a negative light and persuade the readers that road safety is not as important as making money. These views are contested in Janet Dele's opinion piece

To avoid repeating your last sentence, write 'Dore'

Dani Stefanoff ③

Janet Dore's opinion piece makes use of short powerful sentences to persuade the reader to accept her contention that "Speed cameras save lives". ~~For example~~ ~~this~~ this sentence is used to drive her contention home and is followed up with "Speed cameras slow motorists down." This again supports her contention and ensures the reader understands the point of view without ^{wasting words?} getting confused in a long paragraph. The cartoon also makes use of little ^{small/minimal text} amounts of writing to get a point across, however the contentions could not be any more opposite. 'BEAT TRAFFIC CAMERAS' ~~and~~ conversely, uses larger paragraphs ~~and~~ but has subheadings in bold capitals that catch the reader's eye and ensure the point is made that speed cameras are purely for revenue raising.

The use of visuals in Janet Dore's opinion piece gives context to the issue and helps give the reader something to relate to whilst reading the article. It shows two different styles of speed camera and supports the contention purely by being there, that speed cameras need to stay, they save lives and belong on the roads. Similarly the cartoon is a visual and it gets a point across with ^{very few words / minimal text} little amounts of words. It depicts a large ~~cow~~ cow with a camera for a nose that is saying 'Say cheese'. This tells the reader it's a camera along with the words 'ticket cameras' written on its side. The "Cash Cow" camera is monstrously large in size compared to the driver of the car who appears ~~is~~ confused to see such a huge cow/camera. The reader is shown the driver is confused by the !? over his head. The opinion piece BEAT TRAFFIC CAMERAS however, includes no visual aids.

- only use of layout - masthead, sub-headings;

'BEAT TRAFFIC CAMERAS' uses plenty of examples of real studies done to determine the effectiveness of speed cameras and facts about the number of fatalities on roads. It concludes that traffic cameras ~~do~~ not reduce the road toll and are purely for making money. It includes a description of a study of red light cameras by Monash University that proves ~~speed~~ ^{red light} cameras "did not reduce accidents" and actually "increased them dramatically" this is highly persuasive to the reader as Monash University is a reputable source of information from studies held and the fact that ^{15 researchers} they can prove that ~~traffic~~ cameras ~~do not~~ do not reduce accidents helps support the contention of the author. ✓

The cartoon and 'BEAT TRAFFIC CAMERAS' share identical contentions, in stark contrast to Janet Dore's Speed cameras: revenue raisers or genuine life savers. The use of visuals was implemented in both the cartoon "Cash cow" and Janet Dore's opinion piece but not in "BEAT TRAFFIC CAMERAS". The use of persuasive techniques such as loaded language, convincing statistics, short sentences to drive a point home were all used in those ~~two~~ ^{two} opinion pieces and the cartoon to persuade the reader to accept the author/illustrator's contention about whether speed cameras are revenue raisers or actual life savers. ✓

Dani, great effort considering how sick you were. If you had been well, would you have spelled 'revenue' correctly, given it is in the title of one of the articles? ☺

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BEAT TRAFFIC CAMERAS

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EASILY OUTWIT THESE REVENUE RAISERS

Fixed speed and red-light cameras are some of the massive scams in the government's ever-increasing efforts to milk the motoring public. Like police radar traps and unmarked police cars, these cameras are ~~very obviously revenue raisers, and do nothing whatsoever to make the roads safer.~~ This is easy to prove by simple logic. Motorists do not get any indication when they are booked by fixed cameras. The infringement notices can take anywhere from three weeks to two months to arrive. Therefore motorists have nothing to indicate that they should modify their driving practices for the often lengthy time between the actual infringement and the arrival of the infringement notices. } *example.*

SPEED CAMERAS DO NOT CHANGE THE BEHAVIOUR OF SPEEDERS

It is easy to prove that fixed speed cameras are nothing more than revenue-raisers and do not deter motorists from speeding. For example, a motorist who is booked driving over the limit by a speed camera may continue at that excessive speed, totally oblivious to the fact that he has been booked and may very well kill a number of people in an accident well before that infringement notice arrives to indicate that his behaviour was dangerous. The speed camera has not achieved its stated aim to slow him down, but is just there collecting money in fines.

On the other hand, if that very same speeding motorist had spotted a well-marked police car, he would have instantly slowed down and most probably would not have gone on to cause a fatal accident. The deterrence factor would have the desired effect, however the marked police car would not generate the revenue from fines. Of course the government, relishing the huge amounts raised by speed cameras, will install even more of these insidious devices instead of doing something that will effectively curb the road toll.

THE REAL FACTS ABOUT FIXED SPEED CAMERAS

Here are the facts. Fatal crashes in NSW halved between 1980 and 1991, which is when speed cameras were introduced. Since then, the decline has faltered with a drop of just 3% since 1993, despite the implementation of double demerit points in 1997 and fixed speed cameras in 1999. The double-demerit scheme which operates over Christmas and other holiday periods has been shown to have had no effect on road fatalities. Speed cameras may even cause accidents because journey times are increased, causing drivers to become frustrated. Drivers may divert to less safe routes to avoid cameras and cameras can distract driver attention, and cause sudden braking.

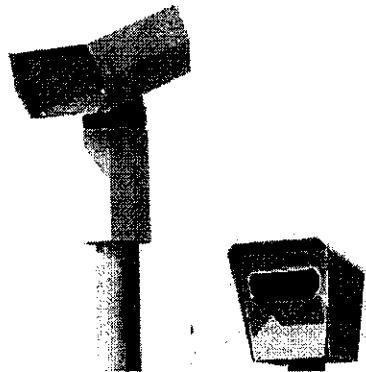
According to a Daily Telegraph report in October 2007, the NSW government grabbed \$10 million from speed cameras just on private tollways. The NRMA expressed concern, while Opposition roads spokesman Duncan Gay condemned the system as blatant revenue raising. "These are dramatically the best roads in the state and the least needing of speed cameras that are deliberately put there for revenue raising," he said.

RED-LIGHT CAMERAS ARE REVENUE RAISERS AND CAUSE ACCIDENTS

Governments in every Australian state have installed red-light cameras at many intersections, claiming that these devices increase safety and prevent accidents and thus reduce the road toll. Whenever politicians are questioned on them, they insist that these gadgets are not there to raise revenue, but to increase safety. Of course this is the greatest pile of utter garbage and provably so.

Speed cameras: revenue raisers or genuine lifesavers?

- by: *Sunday debate*
- From: *Sunday Herald Sun*
- February 12, 2012 12:00AM



Speed cameras in action. *Source:* HWT Image Library

ARE speed cameras revenue raisers or genuine lifesavers? JANET DORE

By slowing road users down, speed cameras are helping us save lives and reduce the burden on the health system, says JANET DORE



If we are serious about reducing road trauma, it is important the whole community understands and supports their purpose and value.

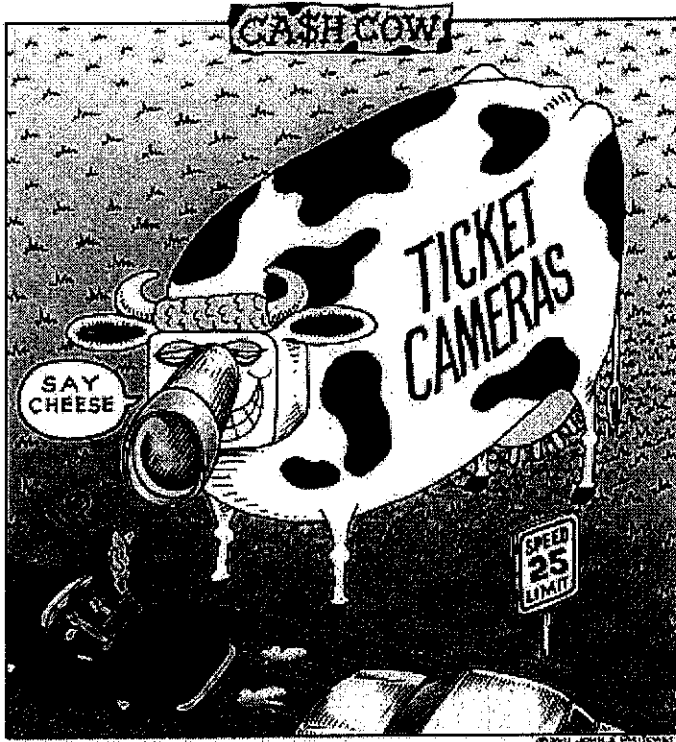
Speed cameras slow motorists down.

Slowing down reduces both the number and the severity of crashes.

While I understand that some road users might feel frustrated when they receive speeding fines, it is important they understand why the fine was issued. Speed limits are set to ensure the safety of the whole community. That includes inexperienced drivers, vulnerable road users, such as cyclists and motorcyclists and, of course, pedestrians.

Research proves that even small reductions in average speeds result in significant road safety benefits. For every increase in speed of 5km/h above a 60km/h limit, the risk of having a crash doubles.

When motorists choose to step outside the law and exceed the limit, they are compromising not only their own safety, but all of those who are sharing the road with them. I just don't believe that is fair -- we must ensure our system remains safe for everyone.



- contention ✓
Speed cameras are
revenue raisers.
- "cash cow" ✓
implies just a way
of making money. ✓
- tone - humorous. ✓

"Cash Cow"

© John Pritchett

<http://www.pritchettcartoons.com/cash-cow.htm>